

Job Title: **Ballpark Ticket Sales & Operations Coordinator**

Department: Parks and Recreation

**Immediate
Supervisor:** Ballpark General Manager

Origination Date:	09/30/2008
Revision Date:	08/16/2013
Job Grade	606
FLSA Status	Exempt

BRIEF DESCRIPTION OF THE JOB:

Responsible for executing and overseeing Goodyear Ballpark and Recreational Complex ticket sales and operations by performing a variety of ticketing functions associated with a multi-use, public assembly facility including coordinating, planning, organizing and facilitating Spring Training ticket sales, operations, promotions and reporting functions utilizing automated ticketing system(s). The Ballpark Ticket Operations Coordinator works with professional baseball teams, promoters, contract services providers, and lessees to assist in the overall success of the activity or event while maintaining compliance with City, user contract and departmental policies, procedures and guidelines.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Manages ticket office operations by recruiting, hiring, scheduling, training and supervising ticket office staff and volunteers, coordinating group events, responding to tenant needs, acting as liaison to ticket service provider, monitoring expenditures and recommending adjustments; develops ticket operations procedures and maintains current ticket operations manual; develops and administers staff handbooks and training materials; plans, evaluates and monitors performance of assigned staff; develops and implements staff and volunteer recognition/reward program; schedules, monitors and tracks employee hours; responds to tenant needs.
2	S	Plans, coordinates, organizes, and manages the sale of tickets; coordinates and executes Will Call; accounts for all ticket sales in accordance with ballpark rules and regulations; provides superior customer service by phone and at ticket windows; builds events in ticketing system including manifest, price tables, hold/kills, discounts and presales, sets up accounts, processes refunds and exchanges, collects receipts, and balances accounts; reconciles daily deposits and event day ticket sales; tracks attendance; compiles data and prepares accurate and comprehensive timely reports, including event settlement; processes donation requests and documents all complimentary tickets.
3	S	Performs research on individuals, groups, and season ticket holders through surveys; compiles and analyzes data; researches competitors' events and programs; recommends improvement. Responsible for retaining current clients, including group accounts and season ticket renewals.

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Physical Strength Code		ESSENTIAL FUNCTIONS
4	S	Develops and implements sales plans and strategies designed to increase individual, group, and season ticket sales and development of events; assists in production of collateral material including season ticket stock, promotional pieces, signage and website updates; actively prospects for new leads through extensive cold calling and initiating outside sales opportunities; acts as liaison to groups utilizing the ballpark during game days or other events; develops script for phone sales and information for phone representatives; leads and manages group outreach efforts in community, schools and other organizations with the purpose of educating them on ticket offerings and soliciting sales on a year-round basis.
5	S	Coordinates with ticket service provider and MLBAM on email and web communications including pre-sale event, deposits, on-sale links, and any associated fees.
6	S	Recommends annual budget and expenditures by forecasting revenues and expenses for programs, authorizing payments, monitoring expenditures, recommending adjustments, and evaluating program performance.
7	S	Plans, coordinates, organizes, and manages the access control system. Responsible for training staff and volunteers on equipment. Ensure all equipment is operational and gates are ready for event day. Track in-park attendance daily and report to necessary departments.
8	S	Assists in managing sports facility events by scheduling and participating in conceptual meetings; determining locations; developing cost projections in accordance with approved fee schedules; coordinating with other departments, vendors, and agencies; planning concessions and maintenance; supervising, and scheduling event services staff and volunteers; evaluating event activity effectiveness and recommending improvement.
9	S	Executes contracts, produces comprehensive complex ticket reports, orders and procures materials, supplies, equipment and services; processes invoices and enters purchases orders; responds to public inquiries; collects fees and balances accounts.
10	S	Assist in coordinating a variety of recreational programs by developing leagues, local/national tournaments and camps, processing registrations, scheduling meetings, developing literature, coordinating maintenance activities, and developing reports and evaluations; researches competitors' events and programs; recommends areas of improvement.
11	S	Develops and administers strategies designed to increase facility utilization and enhancement of events; provides post-event reports to and performs follow up surveys with facility users.

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JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education/ Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum three years experience in a related field.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read municipal contracts, COAC's, yearly reports, and budget expenditure reports.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write reports, and general correspondence.
Managerial	Semi-complex - Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Budget Responsibility	Moderate - Supports the preparation of budget documents; may do research to justify data used in documents for a unit or division of a department. May recommend budget allocations. Often compiles data and/or enters or oversees data entry. May have responsibility for monitoring budget expenditures (typically non-discretionary expenditures).
Policy/Decision Making	Significant - The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. More complex work as well as decisions with more significant impacts are typically reviewed prior to being finalized.
Technical Skills	Broad Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal/Human Relations Skills	High - In addition to the sharing of information, interactions at this level may also include providing advice to others outside direct reporting relationships on specific problems or general policies/procedures. In many of the interactions, contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.

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Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Making presentations <input checked="" type="checkbox"/> Observing work site <input checked="" type="checkbox"/> Observing work duties <input checked="" type="checkbox"/> Communicating with co-workers
Fine Dexterity	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Computer keyboard <input checked="" type="checkbox"/> Telephone keypad <input type="checkbox"/> Calculator <input type="checkbox"/> Calibrating equipment
Walking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> To other departments/offices <input checked="" type="checkbox"/> Around work site
Lifting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input type="checkbox"/> Files
Carrying	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input type="checkbox"/> Files
Sitting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Desk work <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Driving
Reaching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> For supplies <input type="checkbox"/> For files
Handling	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Paperwork <input checked="" type="checkbox"/> Monies
Kneeling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground
Crawling	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Under equipment <input type="checkbox"/> Inside attics/pipes/ditches
Other		(Explain)

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/Pulling	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> File drawers <input checked="" type="checkbox"/> Equipment <input checked="" type="checkbox"/> Tables and chairs <input type="checkbox"/> Hoses
Climbing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Stairs <input checked="" type="checkbox"/> Ladders <input checked="" type="checkbox"/> Step stools <input type="checkbox"/> Onto equipment
Vision	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Reading <input checked="" type="checkbox"/> Computer screen <input checked="" type="checkbox"/> Driving <input checked="" type="checkbox"/> Observing work site
Foot Controls	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Driving <input type="checkbox"/> Operating heavy equipment <input type="checkbox"/> Operating Dictaphone
Balancing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> On ladders <input checked="" type="checkbox"/> On equipment <input type="checkbox"/> On step stools
Bending	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground <input type="checkbox"/> Making repairs
Crouching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground
Hearing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public <input type="checkbox"/> Listening to equipment
Twisting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> From computer to telephone <input checked="" type="checkbox"/> Getting inside vehicle
Talking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public

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Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Telephone, fax, copier, vehicle,

Computer Equipment and Software:

Computer, printer, scanner, cash register, Microsoft Office, Internet, Naviline, ticketing systems

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – <u>not customers</u>)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable diseases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical danger or abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Primary Work Location:

- ☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☒ Outdoors
☐ Other (Specify)

Protective Equipment Required:

Sunscreen

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Job Demands

Overall Strength Demands:

Overall Strength Demands	
<input checked="" type="checkbox"/> Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
<input type="checkbox"/> Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.
<input type="checkbox"/> Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
<input type="checkbox"/> Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
<input type="checkbox"/> Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Tasks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (Describe below.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible

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- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

Signature of Employee

Date

Job Title of Supervisor

Signature of Supervisor

Date

Job Title of Department Director

Signature of Department Director

Date

Comments: _____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.